Yearse type a plus sign (+) inside this box +

(to be

PTO/SB/21 (6-98)
Approved for use through 09/30/2000. OMB 0651-0031
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

	Application Number	09/767,793
TRANSMITTAL	Filing Date	January 23, 2001 ¹
FORM	First Named Inventor	Carruthers et al.
used for all correspondence after initial filing)	Group Art Unit	2152
	Examiner Name	

Total Number of Pages in This Submission 4

Attorney Docket N	Number :	109	.635	.128
-------------------	----------	-----	------	------

ENCLOSURES (check all that apply)					
Fee Transmittal Form	Assignment Papers (for an Application)	After Allowance Communication to Group			
Fee Attached	Drawing(s)	Appeal Communication to Board of Appeals and Interferences			
Amendment / Response	Licensing-related Papers	Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)			
After Final	Petition Routing Slip (PTO/SB/69) and Accompanying Petition	Proprietary Information			
Affidavits/declaration(s)	Petition to Convert to a Provisional Application	Status Letter			
Extension of Time Request	Power of Attorney, Revocation Change of Correspondence Address	Additional Enclosure(s) (please identify below)			
Express Abandonment Request	Terminal Disclaimer	✓ Postcard			
Information Disclosure Statemen	Small Entity Statement Request for Refund				
Certified Copy of Priority Document(s)	Remarks	<u> </u>			
Response to Missing Parts/ Incomplete Application	1449 Form				
Response to Missing Parts under 37 CFR 1.52 or 1.53	<u>,</u>				
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT					
Firm or Individual name	oh, Reg. No. 35,761				
Signature Ray wh Vallah					
Date August 1, 2001					
CERTIFICATE OF MAILING					

CERTIFICATE OF MAILING				
I hereby certify the envelope address	at this correspondence is being deposited with the ed to: Assistant Commissioner for Patents, Washir	United States Pos gton, D.C. 20231	stal Service <u>as first class</u> on this date: 08/01/	mail in an 01
Typed or printed	name Sharon R. Matthews			
Signature	Sharm A. Ilallout	Date	08/01/01	

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be send to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

#4

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s):

Carruthers et al.

RECEIVED

Serial No.:

09/767,793

AUG 0 7 2001

Filed:

January 23, 2001

Technology Center 2100

For:

METHOD AND SYSTEM FOR SCHEDULING

ONLINE TARGETED CONTENT DELIVERY

Examiner:

Group Art Unit:

2152

Atty. Docket No.:

109.635.128

Commissioner for Patents Washington, D.C. 20231

INFORMATION DISCLOSURE STATEMENT

Commissioner:

Applicants and their legal representatives hereby make of record on the attached PTO Form-1449 the enclosed publications.

It is respectfully requested that the information disclosed herein be expressly considered during the prosecution of this application and that the publications be made of record therein and appear among the "References Cited" on any patent to issue therefrom. In this regard, it is requested that the Examiner initial and return a copy of the enclosed Form PTO-1449 with the next Patent Office Communication.

This submission does not represent that a search has been made or that information more material to the examination of the present patent application does not exist. It is understood that the Examiner will conduct an independent search of the prior art.

Furthermore, this submission does not constitute an admission that the listed documents are material to patentability or that the listed documents are prior art. If it

Page 2

should be determined that any of the listed documents do not constitute "prior art" under United States law, Applicants reserve the right to present to the Officer the relevant facts and law regarding the appropriate status of such documents. Applicants further reserve the right to take appropriate action to establish the patentability of the disclosed invention over the listed documents, should one or more of the documents be applied against the claims of the present application.

This Information Disclosure Statement is being filed more than three months after the filing date of the application but before the mailing date of a first Office Action on the merits. Accordingly, no fee is believed to be due in connection with this statement. However, the Commissioner is authorized to charge any fee deficiency or credit any overpayment to Deposit Account No. <u>08-0219</u>.

Respectfully submitted,

Royah Vulle

Date: August 1, 2001

Rajesh Vallabh

Registration No. 35,761

Hale and Dorr LLP 60 State Street Boston, Massachusetts 02109

Tel: (617) 526-6505 Fax: (617) 526-5000